



BOOST retention with recurring donors

About Acadiana Animal Aid

In its 50th year, Acadiana Animal Aid is celebrating the rescue of tens of thousands of vulnerable, medically challenged and neglected cats and dogs from under-resourced, overcrowded municipal shelters across the state of Louisiana. The animals it serves face abandonment, medical neglect, abuse and hopelessness. Many are just moments away from losing the fight until AAA rescues, medically services, and shelters them until they all have a home.

The Challenge

By Acadiana Animal Aid's 50th year, the organization's records showed only 115 recurring donors. Monthly donor activation had stagnated. It was time to set an aggressive goal to double the number of recurring donors by the end of calendar year 2024.

Our Solution

Blue dawg reviewed the past offers, giving platform and marketing materials around the organization's Guardian Angels monthly giving program. We kicked off the focus on monthly giving with a three-part email series and digital campaign, including new offers, an improved giving platform and new messaging.



Your Success
Our Partnership

The Results

By the end of the first campaign, blue dawg had kickstarted Acadiana Animal Aid's monthly donor growth plan with a 33 percent increase in recurring giving over the previous year. A second campaign in Fall 2024 will include a call to action to join this exclusive group of animal lovers. The organization is on target to meet its goal, growing Guardian Angels by 100 percent in 2024!

33%
increase!



blue dawg

blue dawg's full-service multichannel fundraising can take your fundraising to the next level!

Learn how blue dawg can help you develop and implement effective strategies to retain, reactivate, acquire and cultivate donors, generating the growth you need to save more lives. Our seasoned fundraising professionals are committed to world-class customer service and consulting and take time to listen, understand and collaborate to get the best results possible for your organization.

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